

## **Running an effective press office**

- \* Pick up tips from professionals: look at others' websites and media materials. Attend press conferences, and see how it's done.**
- \* Put the press office function in the right place - does it fit best with policy people, CEO's office, or in an 'information' team? [Tip: nearest the top is best - you will need to quote the CEO and get statements signed off].**
- \* Do an audit of the resources you have; be realistic - you will rely on colleagues giving you time to prepare media work.**
- \* Get a basic strategy in place [your audiences and key messages]; get procedures [signing off statements, providing out-of-hours contacts]**
- \* Set up a crisis management procedure; practise it.**



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